

CONFIDENTIAL CIRCULAR TO AGENTS.

I herewith send you Prospectuses, containing particulars of my great Premium Sale of Engravings.

These Engravings are among the best and most valuable that have ever been sold in this country, and the inducements offered in connection with the sale, are, as you will see, far superior to those connected with anything else ever offered to the public. The consequence must inevitably be, that those who take an agency for these engravings, will find it remarkably easy work to sell them. Agents have in the past, done well in canvassing for them without any extra inducements being given, but, with the premiums now offered, an intelligent agent can hardly fail to sell five times the number that he could sell in the same time without these inducements. But of course, you will readily understand, that I cannot afford to pay the same commission on each sale, when the premiums are given, as I could when they were not, and indeed, the wonder to people is, that I can pay a commission at all. Yet, even whilst giving the purchaser better value for his money than he could possibly get anywhere else, I have arranged to allow my agents what, under the circumstances, is a truly liberal profit on their sales.

The following is the rate at which all Agent's orders will be filled, irrespective of the Premium Plan that may be chosen :—

	To Agent.	To Purchaser.	Agent's Profit
Price of each Engraving, with Premium,.....	\$2.25	\$3.00	\$0.75

Any energetic agent should be able to average at least ten sales per day, and many will do much more; but taking this low estimate as our basis, it gives the agent a salary of \$7.50 per day; this is somewhat better than working at a trade for \$1.50 per day; and you as really serve the interests of society by introducing and selling these goods, as that man does who is employed in any of the ordinary trades or professions around us.

I am certain, as before stated, that any wide-awake agent can make far more by canvassing for this combination than he could possibly do in any other way; but, should any agents prefer to canvass for the Engravings, or Premium Articles of Plan 1 separately, I will supply them with all they can sell, at the truly liberal discount of 50 per cent. from the retail price.

As stated in the Prospectus, one principal object that I have in giving these goods free as premiums to all purchasers of the engravings, is to get people to test their merits, feeling assured that after they are thus tested throughout the Dominion, the demand for them will be very great; and those agents who engage in their introduction, will have the preference in selling them afterward.

In the past, a great deal of money has been made by selling Subscription Books, but the Book Agency business is in a great measure overdone, and when money is so scarce as at present, it is very difficult selling anything that people do not really need. A book, if carefully used, will last a person's lifetime, and consequently, a person once supplied, is supplied for all future time; whereas, articles such as constitute these premiums, are in constant demand, and those using them will buy of the one who gives them the best value for their money. If you take an agency for these goods no other persons will be able to compete with you in their sale, for no goods in the market, of equal quality, are sold as cheaply as these. There is not an article in the list but what would be worth much more than its cost to almost any family in the Dominion. It is not my intention to restrict agents in their territory, but all will find it to their interest, to make a complete and thorough canvass of any neighborhood into which they may enter, and I shall do what I can, to prevent interference with efficient canvassers at work.

A neat Outfit, consisting of All Three of the Engravings in a portable oil cloth case, suitably arranged for convenience in exhibiting them, Blank Weekly Reports, Blank Guarantees, Hints to Agents, Subscription Book and Samples of all the Premium Goods

1871 Circular 178
January, 1915
of Plan 1, in a nice Japanned Trunk, will be sent to you by express or otherwise, as you may direct, on receipt of \$6; or, if preferred, I will send the Picture Outfit complete, and the Premium Samples securely packed without the trunk, for \$5. Should you prefer to canvass for the Engravings alone, at the advanced rate of commission, I will send the Picture Outfit for \$4; or, if you choose to canvass for the Premium Goods alone, at the advanced rate of commission, I will send the Samples in the trunk for \$2.50, or without the trunk for \$1.50. When the complete outfit is taken, a reasonable supply of Prospectuses for distribution will be sent in connection, without extra charge, and any further supply of them, will be furnished afterwards, at the bare cost of the paper and printing. On receiving the outfit, you should lose no time in getting at work, for remember, every day you let pass unemployed, is so much cash out of your pocket.

If you have sufficient funds to enable you to do so, the best way is for you to order a quantity of the engravings and premiums at the start, as by so doing, you will be able to supply your customers immediately after taking their orders. This is an advantage, as there is always more or less doubt attending all such matters, until you have actually got the money in your hands. But if you cannot manage in this way, the next best way for you, is to send in small orders at first, as soon as you have made a sufficient number of sales to warrant you in doing so; and increase the size of your orders, as fast as your accumulating profits will allow.

It will always be best for you, if possible, to send full payment for the goods in connection with your order, as in that case, you will save return charges, which always have to be paid to the Express Company when goods are sent C. O. D. (Collect on Delivery); and in case you pay in full when engravings are ordered alone, I will forward them by mail at my own expense, but if you cannot pay the full amount at the time of sending the order, then enclose with the order *one-half of the purchase money*, and I will on its receipt, send the goods by express C. O. D., and on their arrival, you can raise the rest of the money by borrowing or otherwise, pay the express agent, get the goods and deliver them, and collect your money. As I am dealing with a large number of agents all over the country, I cannot possibly do a credit business. My *invariable* rule will therefore be "Cash in full with all orders sent, or one-half cash with the order, and the balance C. O. D. by express." These terms are plain and easily understood, and I trust that no agent will attempt to vary from these plain directions, as in such a case the result will only be an unpleasant delay in his receiving the goods. In ordering, be careful to state distinctly where, and by what conveyance you want the goods sent, and the number of engravings required with Premiums by Plan No. 1, and the number with Certificates by Plan No. 2. One certificate will be sent with each engraving ordered on the latter plan. With each order on Plan No. 2, be careful also to send me the full name and P. O. of each of the purchasers, and I will send the certificate ready filled out in their favor. But if you order the engravings and certificates beforehand, which is the best way, then the certificates will be sent to you ready signed, and you can fill them out yourself when you deliver them to your customers, carefully entering the number of the certificate, together with the full name and P. O. of the purchaser, in your subscription book, *before you deliver the certificate to the subscriber*, and send these particulars to me with your next Weekly Report. Be very careful about this, so that there shall be no mistake in the delivery of the premiums. Furnish each of your customers, at the time he subscribes, with a guarantee that the goods delivered shall be equal to the sample shown. This will inspire confidence. Blanks for this purpose will be sent with your outfit, and from time to time afterwards as you need them.

Send me Weekly Reports of all the items mentioned in the blanks furnished you for that purpose.

Send all remittances by express, P. O. money order, registered letter, or by draft on London.

My "Confidential Hints to Canvassers" will be sent in connection with each outfit, and if you take an agency for these goods, I shall expect you to make a daily study of this circular and these hints; and if you do, and faithfully carry out the instructions contained therein, I am confident that we shall be sure to be mutually pleased and profited.

My P. O. address is Box 99 F, London. Hoping to hear from you at an early day with an order for outfit, I am, very truly yours,

J. W. JONES.